CLAIM PTO
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--1. (Amended) A data providing system, comprising:

a data providing apparatus, having:

provision image data generating means for generating provision image data of a provision image that is reusable by inlaying a predetermined advertisement image into a predetermined template image into which a predetermined user image can be inlaid as superimposed upon said predetermined

advertisement image; and

    providing-side transmitting means for transmitting said provision image data via a network; and

    a data acquisition apparatus, having:

    acquiring-side receiving means for receiving said provision image data from said data providing apparatus via said network;

    transmission image data generating means for generating transmission image data of a transmission image for displaying said provision image based on said provision image data onto predetermined display means, inlaying said predetermined user image as superimposed upon said predetermined advertisement image into said template image of said provision image, and displaying said predetermined user image together with said template image in preference to said predetermined advertisement image until said predetermined user image is detached from said template image; and

    acquiring-side transmitting means for transmitting said transmission image data to a predetermined destination via said network.

2. The data providing system according to claim 1, wherein said acquiring-side receiving means of said data acquisition apparatus receives said transmission image data from another device and said transmission image data generating means of said data acquisition apparatus generates new transmission image data of a new transmission image for displaying said transmission image based on said transmission image data onto said display means, displaying said provision image after detaching said user image from said transmission image, inlaying a new user image into said template image of said provision image as superimposed upon said advertisement image, and displaying said new user image along with said template image in preference to said advertisement image until said new user image is detached from said template image.

--3. (Amended) A data providing apparatus, comprising:

provision image data generating means for generating provision image data of a provision image for inlaying a predetermined advertisement image into a template image in which a predetermined user image can be inlaid as superimposed upon said predetermined advertisement image, and for

displaying said predetermined user image in preference to said
predetermined advertisement image when a predetermined
acquiring-side inlays said predetermined user image into said
template image as superimposed upon said predetermined
advertisement image; and

    providing-side transmission means for transmitting said
provision image data via a network.

    4. The data providing apparatus according to claim
3, wherein said provision image data generating means
generates said provision image data such that attribute
information for indicating said predetermined
advertisement image is displayed inside said provision
image.

--5.   (Amended) A data acquisition apparatus, comprising:

acquiring-side receiving means for receiving provision image data of an provision image in which a predetermined advertisement image is inlaid into a template image into which a predetermined user image can be inlaid as superimposed upon said predetermined advertisement image, said provision image data being received from a predetermined data providing apparatus via a network;

transmission image data generating means for generating transmission image data of a transmission image for displaying said provision image based on said provision image data onto predetermined display means, inlaying said predetermined user image as superimposed upon said predetermined advertisement image into said template image of said provision image, and displaying said predetermined user image together with said template image in preference to said predetermined advertisement image until said predetermined user image is detached from said template image; and

acquiring-side transmitting means for transmitting said

6. The data acquisition apparatus according to claim 5, wherein said acquiring-side receiving means receives said transmission image data from another device and said transmission image data generating means of said data acquisition apparatus generates new transmission image dada of a new transmission image for displaying said transmission image based on said transmission image data onto said display means, detaches said predetermined user image from said transmission image to display said

provision image, inlaying said new user image as superimposed upon said predetermined advertisement image into said template image of said provision image, and displaying a new user image together with said template image in preference to said predetermined advertisement image until said new user image is detached from said template image.

7. The data acquisition apparatus according to claim 6, wherein said acquiring-side receiving means receives, from said data providing apparatus via said network, said provision image data in which attribute information for indicating said predetermined advertisement image is displayed inside said provision image.

--8.   (Amended) A data providing method, comprising the steps of:

generating provision image data of a provision image for inlaying a predetermined advertisement image into a template image in which a predetermined user image can be inlaid as superimposed upon said predetermined advertisement image, and displaying said predetermined user image in preference to said predetermined advertisement image when a predetermined acquiring-side inlays said predetermined user image into said template image as superimposed upon said predetermined advertisement image; and

transmitting said provision image data via a network.

--9.   (Amended) A data acquisition method, comprising the steps of:

receiving provision image data of an provision image in which a predetermined advertisement image is inlaid into a template image into which a predetermined user image can be inlaid as superimposed upon said predetermined advertisement image, said provision image data being received from a predetermined data providing apparatus via a network;

generating transmission image data of a transmission image for displaying said provision image based on said provision image data onto predetermined display means,

inlaying said predetermined user image as superimposed upon
said predetermined advertisement image into said template
image of said provision image, and displaying said
predetermined user image together with said template image in
preference to said predetermined advertisement image until
said predetermined user image is detached from said template
image; and

transmitting said transmission image data to a
predetermined destination via said network.

10. The data acquisition method according to claim
9, wherein said data receiving step receives said
transmission image data from another device and said
transmission image data generating step generates new
transmission image data of a new transmission image for
displaying said transmission image based on said
transmission image data onto said display means,
detaching said predetermined user image from said
transmission image to display said provision image,
inlaying said new user image as superimposed upon said
predetermined advertisement image into said template
image of said provision image, and displaying a new user
image together with said template image in preference to
said predetermined advertisement image until said new
user image is detached from said template image.

--11. (Amended) A program storage medium storing a computer-readable program that is executed by a data providing apparatus, said probram comprising the steps of:

generating provision image data of a provision image for inlaying a predetermined advertisement image into a template image in which a predetermined user image can be inlaid as superimposed upon said predetermined advertisement image, and displaying said predetermined user image in preference to said predetermined advertisement image when a predetermined acquiring-side inlays said predetermined user image into said template image as superimposed upon said predetermined advertisement image; and

transmitting said provision image data via a network.

--12. (Amended) A program storage medium storing a computer-readable program that is executed by a data acquisition apparatus, said program comprising the steps of:

receiving provision image data of a provision image in which a predetermined advertisement image is inlaid into a template image into which a predetermined user image can be inlaid as superimposed upon said predetermined advertisement image, said provision image data being received from a predetermined data providing apparatus via a network;

generating transmission image data of a transmission image for displaying said provision image provided based on said provision image data onto predetermined display means, inlaying said predetermined user image as superimposed upon said predetermined advertisement image into said template image of said provision image, and displaying said predetermined user image together with said template image in preference to said predetermined advertisement image until said predetermined user image is detached from said template image; and

transmitting said transmission image data to a predetermined destination via said network.

--13. (Amended) A data providing system, comprising:

a data providing apparatus, having:

associating means for issuing an identifier to each of a template image in which a predetermined user image can be superimposed upon a predetermined inlay image and said inlay image to associate them with each other;

provision image data generating means for generating provision image data of an provision image that is reusable by

inlaying said predetermined inlay image into said associated
template image; and

providing-side transmitting means for transmitting said
provision image data via a network; and

a data acquisition apparatus, having:

transmitting-side receiving means for receiving said
provision image from said data providing apparatus via said
network;

transmission image data generating means for generating
transmission image data of a transmission image for inlaying
said predetermined user image as superimposed upon said
predetermined inlay image into said template image of said
provision image based on said provision image data, and
displaying said predetermined user image in preference to said
predetermined inlay image until said predetermined user image
is detached from said template image; and

acquiring-side transmitting means for transmitting said
transmission image data to a predetermined destination via
said network.

14. The data providing system according to claim 13, wherein said associating means of said data providing apparatus issues said identifier to a predetermined advertisement image as said inlay image to associate said advertisement image with said template image, said provision image data generating means of said data providing apparatus generates said provision image data of said provision image which is reusable by inlaying said predetermined advertisement image into said template image, and said transmission image data generating means of said data acquisition apparatus generates said transmission image data while displaying said provision image based on said provision image data on predetermined display means.

--15. (Amended) A data providing apparatus, comprising:

associating means for issuing an identifier to each of a template image in which a predetermined user image can be inlaid as superimposed upon a predetermined inlay image and said inlay image to associate them with each other;

provision image data generating means for generating provision image data of a reusable provision image for

generating a transmission image that displays said user image in preference to said inlay image until said predetermined user image is detached from said template image when said user image is inlaid into said template image as superimposed upon said inlay image on a providing side by inlaying said inlay image into said associated template image; and

providing-side transmitting means for transmitting said provision image data to said providing side via a network.

16. The data providing apparatus according to claim 15, wherein said associating means issues said identifier to a predetermined advertisement image as said inlay image to associate said predetermined advertisement image with said template image and said provision image data generating means generates said provision image data of said provision image with said predetermined

advertisement image inlaid into said template image.

--17.   (Amended) A data acquisition apparatus, comprising:

acquiring-side receiving means for receiving provision image data of a reusable provision image generated by inlaying a predetermined inlay image into a predetermined template image associated with an issued identifier, said provision image data being received from a predetermined data providing apparatus via a network;

transmission image data generating means for generating transmission image data of a transmission image for inlaying a predetermined user image as superimposed upon said inlay image into said template image of said provision image based on said provision image data, and displaying said predetermined user image in preference to said predetermined inlay image until said predetermined user image is detached from said template image; and

acquiring-side transmitting means for transmitting said transmission image data to a predetermined destination via

said network.

18.   The data acquisition apparatus according to claim 17, wherein said acquiring-side receiving means receives, from said data providing apparatus via said network, said provision image data of said provision

image generated by inlaying a predetermined advertisement

image into said template image as said inlay image and

said transmission image data generating means generates

said transmission image data while displaying said

provision image based on said provision image data onto a

predetermined display means.

--19.   (Amended) A data providing system, comprising:

a data providing apparatus, having:

associating means for issuing an identifier to each of at least one template image in which a predetermined user image can be inlaid into a predetermined advertisement image as superimposed upon said predetermined advertisement image and to said at least one predetermined advertisement image to associate said at least one template image with said one predetermined advertisement image;

storage means for storing into a predetermined recording medium said at least one template image and said at least one predetermined advertisement image along with said identifiers thereof;

provision image data generating means for generating provision image data added with said identifier corresponding to a reusable provision image in which said predetermined advertisement image is inlaid in said associated template image; and

providing-side transmitting means for transmitting said provision image data via a network; and

a data acquisition apparatus, having:

acquiring-side receiving means for receiving said provision image data from said data providing apparatus via said network;

transmission image data generating means for generating

transmission image data by inlaying said predetermined user image as superimposed upon said predetermined advertisement image into said template image of said provision image based on said provision image data, and adding said identifier to said provision image that displays said predetermined user image in preference to said predetermined advertisement image until said predetermined user image is detached for reuse from said template image; and

acquiring-side transmitting means for transmitting said transmission image data to a predetermined destination from said network via said data providing apparatus,

wherein said data providing apparatus extracts said identifier from said transmission image data to be transmitted from said data acquisition apparatus via said network through said provision image data generating means, retrieves a new associated advertisement image from said storage means on the basis of said extracted identifier, and updates said provision image used for generating said transmission image data based on said retrieved advertisement image.

--20. (Amended) A data providing apparatus, comprising:

associating means for issuing an identifier to each of at least one template image in which a predetermined user image can be inlaid into a predetermined advertisement image as superimposed on said predetermined advertisement image and to said at least one predetermined advertisement image to associate said at least one template image with said at least

one predetermined advertisement image;

storage means for storing into a predetermined recording medium said at least one template image and said at least one predetermined advertisement image along with said respective identifiers thereof;

provision image data generating means for generating provision image data added with said at least one identifier corresponding to a reusable provision image in which said predetermined advertisement image is inlaid in said associated template image; and

providing-side transmitting means for transmitting said provision image data via a network; and

providing-side receiving means for receiving transmission image data generated by adding said received identifier to said provision image for inlaying said user image into said template image of said provision image as superimposed upon said advertisement image based on said provision image data halfway in a transmission from a data acquiring apparatus to a predetermined destination via said network as a result of said transmission of said provision image data to said data acquiring apparatus and displaying said user image in preference to said advertisement image until said user image is detached from said template image for reuse,

wherein said provision image data generating means extracts said identifier from said transmission image data and reads a new associated advertisement image from said storage means based on said extracted identifier, by use of the

retrieved new advertisement image updates said provision image
used for generating said transmission image data, and said
providing-side transmitting means transmits said transmission
image data generated by updating said provision image to said
predetermined destination via said network.

21. The data providing apparatus according to
claim 20, wherein said provision image data generating
means reads said new associated advertisement image from
said storage means on the basis of said identifier
extracted from said transmission image data and a date of
the transmission of said transmission image data and, by
use of said retrieved advertisement image, updates said
provision image used for generating said transmission
image data.

--22.   (Amended) A data acquiring apparatus, comprising:

acquiring-side receiving means for receiving provision image data generated by adding an identifier corresponding to a reusable provision image generated by inlaying an advertisement image into a template image that are transmitted in a predetermined data providing apparatus in which said identifier is issued to each of said template image and said advertisement image to associate with said images;

transmission image data generating means for generating transmission image data by adding said identifier to said provision image generated by inlaying said user image into said template image of said provision image based on said provision image data, and until said user image is detached from said template image for reuse displaying said user image in preference to said advertisement image; and

acquiring-side transmitting means for transmitting said transmission image data from said network to a predetermined destination through said data providing apparatus to update said advertisement image of said provision image used for generating said transmission image data based on said identifier.

--23. (Amended) A data providing system, comprising:

a data providing apparatus, having:

issuing means for issuing an identifier to a predetermined template image;

storage means for storing said template image along with said identifier into a predetermined recording medium; and

providing-side transmitting means for transmitting said template image and said corresponding identifier via a network;

A data acquiring apparatus, having:

acquiring-side receiving means for receiving said template image and said identifier from said data providing apparatus via said network;

transmission image data generating means for generating transmission image data composed of a predetermined user image that is inlaid into said template image and said identification information; and

acquiring-side transmitting means for transmitting said transmission image data to a predetermined destination via said network; and

a data relay apparatus, having:

relay-side receiving means for receiving in a relay manner said transmission image data transmitted from said data acquiring apparatus to said predetermined destination via said network;

capturing means for extracting said identification information from said transmission image data and based on

said extracted identification information capturing said

corresponding template image from said data providing

apparatus; and

relay-side transmitting means for adding said template

image to said transmission image data to transmit said

transmission data to said predetermined destination via said

network.

24. The data providing system according to claim 23, wherein said data providing apparatus further has

associating means for associating an advertisement image to which an identifier has been issued by said issuing means with said identifier of said template image; and

provision image data generating means for

generating provision image data of a provision image with
said advertisement image inlaid into said associated
template image;

said storage means of said data providing apparatus
stores said advertisement image and said identifier
corresponding thereto and said template image and said
identifiers corresponding thereto into said recording
medium; said providing-side transmitting means of said
data providing apparatus transmits said provision image
data and at least one of said corresponding identifiers
via said network; said transmission image data generating
means of said data acquiring apparatus generates
manipulation information obtained by manipulating said
provision image data by inlaying, as superimposed upon
said advertisement image, said user image into said
template image of said provision image based on said
provision image data received at said acquiring-side
receiving means; said acquiring-side transmitting means
of said data acquiring apparatus transmits said
transmission image data added with said manipulation
information to said predetermined destination; said
relay-side receiving means of said data relay apparatus
receives in a relaying manner said transmission image
data added with said manipulation information from said

data acquiring apparatus via said network; said capturing means of said data relay apparatus extracts said identification information from said transmission image data added with said manipulation information and, on the basis of the extracted identification information, captures said corresponding template image and said corresponding advertisement image from said data providing apparatus; and said relay-side transmitting means of said data relay apparatus adds said template image and said advertisement image to said transmission image data added with said manipulation information and transmits the resultant transmission image data to said predetermined destination via said network.

--25.   (Amended) A data providing apparatus, comprising:

issuing means for issuing an identifier to a predetermined template image;

storage means for storing said predetermined template image along with said identifier into a predetermined recording medium; and

providing-side transmitting means for transmitting said template image and said corresponding identifier via said network and, when transmission image data composed of a predetermined user image that is to be inlaid into said template image at a predetermined acquiring side and said identifier are relayed by a predetermined relay apparatus for transmission to a predetermined destination transmitting said corresponding template image requested by said data relay apparatus based on said identifier to said data relay apparatus.

26. The data providing apparatus according to claim 25, further comprising:

associating means for associating an advertisement image to which an identifier has been issued by said issuing means with said identifier of said template image; and

provision image data generating means for generating provision image data of a provision image with said advertisement image inlaid into said associated template image;

wherein said storage means stores said advertisement image and said identifier corresponding thereto and said template image and said identifier corresponding thereto into said recording medium; and said providing-side transmitting means transmits said provision image data and at least one of said corresponding identifiers via said network and, when said transmission image data added with manipulation information obtained by manipulating said provision image

data so that said user image is inlaid, as superimposed upon said advertisement image, into said template image of said provision image based on said provision image data to display said user image in preference to said advertisement image are relayed by said data relay apparatus to a predetermined destination, transmits said corresponding template image and said corresponding advertisement image requested by said data relay apparatus on the basis of said identifier to said data relay apparatus.

--27. (Amended) A data acquiring apparatus, comprising:
acquiring-side receiving means for receiving from a predetermined data providing apparatus for storing a predetermined template image and an identifier issued to said template image said template image and said identifier via a network;

transmission image data generating means for generating transmission image data composed of a predetermined user image to be inlaid into said template image and said identification information; and

acquiring-side transmitting means for transmitting said transmission image data by relaying from said network to a predetermined destination through a predetermined data relay apparatus that captures said corresponding template image from said data providing apparatus based on said identifier to add said captured template image to said transmission image data.

28. The data acquiring apparatus according to claim 27, wherein said acquiring-side receiving means receives provision image data of a provision image with said advertisement image inlaid into said template image associated with each other by their identifiers and at least one of said corresponding identifiers from said data providing apparatus via said network; said transmission image data generating means generates manipulation information obtained by inlaying said user image into said template image of said provision image based on said provision image data as superimposed upon said advertisement image and manipulating said provision image data so that said user image is displayed in preference to said advertisement image; and said acquiring-side transmitting means adds said manipulation information to said transmission image data and transmits from said network to said predetermined destination through said data relay apparatus which captures said template image and said advertisement image corresponding to each other from said data providing apparatus on the basis of said identifier to add the captured images to

said transmission image data.

--29. (Amended) A data relay apparatus, comprising:

relay-side receiving means for receiving in a relaying manner transmission image data composed of a predetermined user image to be inlaid into a predetermined template image and identification information issued to said template image, said transmission image data being transmitted from a predetermined data acquiring apparatus to a predetermined destination via a network;

capturing means for extracting said identification information from said transmission image data and based on said extracted identification information capturing said corresponding template i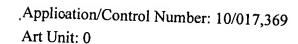mage from a predetermined data providing apparatus in which said template image and said corresponding identifier are stored; and

relay-side transmitting means for adding said template image to said transmission image data and transmitting said resultant transmission image data to said predetermined destination via said network.

30. The data relay apparatus according to claim 29, wherein said relay-side receiving means receives said transmission image data added with said manipulation

information obtained by inlaying said user image into said template image of said provision image based on said provision image data as superimposed upon said advertisement image and manipulating said provision image data so that said user image is displayed in preference to said advertisement image, said transmission image data being transmitted from said data acquiring apparatus to said predetermined destination via said network; said capturing means extracts said identification information from said transmission image data and, on the basis of said extracted identification information, captures said template image and said advertisement image from said data providing apparatus in which said advertisement image and said corresponding identifier are stored, in addition to said template image and sand corresponding identifier; and said relay-side transmitting means adds said template image and said advertisement image to the transmission image data added with said manipulation information and transmits said resultant transmission image data to said predetermined destination via said network.

--31.　(Amended) A data providing method, comprising the steps of:

issuing an identifier to a predetermined template image;

storing said predetermined template image along with said identifier into a predetermined recording medium; and

transmitting said template image and said corresponding identifier via said network and, when transmission image data composed of a predetermined user image that is to be inlaid into said template image at a predetermined acquiring side and said identifier are relayed by a predetermined relay apparatus for transmission to a predetermined destination transmitting said corresponding template image requested by said data relay apparatus based on said identifier to said data relay apparatus.

32. The data providing method according to claim 31, further comprising the steps of:

associating an advertisement image to which an identifier has been issued by said issuing means with said identifier of said template image; and

generating provision image data of a provision image with said advertisement image inlaid into said associated template image;

wherein said storage step stores said advertisement image and said identifier corresponding thereto and said

template image and said identifier corresponding thereto

into said recording medium; and said transmitting step

transmits said provision image data and at least one of

said corresponding identifiers via said network and, when

said transmission image data added with manipulation

information obtained by manipulating said provision image

data so that said user image is inlaid, as superimposed

upon said advertisement image, into said template image

of said provision image based on said provision image

data to display said user image in preference to said

advertisement image are relayed by said data relay

apparatus to a predetermined destination, transmits said

template image and said advertisement image corresponding

to each other requested by said data relay apparatus on

the basis of said identifier to said data relay apparatus.

template image and said identifier corresponding thereto

into said recording medium; and said transmitting step

transmits said provision image data and at least one of

said corresponding identifiers via said network and, when

said transmission image data added with manipulation

information obtained by manipulating said provision image

data so that said user image is inlaid, as superimposed

upon said advertisement image, into said template image

of said provision image based on said provision image

data to display said user image in preference to said

advertisement image are relayed by said data relay

apparatus to a predetermined destination, transmits said

template image and said advertisement image corresponding

to each other requested by said data relay apparatus on

the basis of said identifier to said data relay apparatus.

--33.   (Amended) A data acquiring method, comprising the
steps of:

receiving from a predetermined data providing apparatus
for storing a predetermined template image and an identifier
issued to said template image said template image and said

identifier via a network;

generating transmission image data composed of a
predetermine user image to be inlaid into said template image
and said identification information; and

transmitting said transmission image data by relaying
from said network to a predetermined destination through a
predetermined data relay apparatus which captures said
corresponding template image from said data providing
apparatus based on said identifier to add said captured
template image to said transmission image data.

34. The data acquiring method according to claim 33, wherein receiving step receives provision image data of a provision image with said advertisement image inlaid into said template image associated with each other by their identifiers and at least one of said corresponding identifiers from said data providing apparatus via said network; said generating step generates manipulation information obtained by inlaying said user image into said template image of said provision image based on said provision image data as superimposed upon said advertisement image and manipulating said provision image data so that said user image is displayed in preference to said advertisement image; and said transmitting step adds said manipulation information to said transmission image data and transmits from said network to said predetermined destination through said data relay apparatus which captures said template image and said

advertisement image corresponding to each other from said data providing apparatus on the basis of said identifier to add the captured images to said transmission image data.

--35.   (Amended) A data relay method, comprising the steps of:

receiving in a relaying manner transmission image data including a predetermined user image to be inlaid into a predetermined template image and identification information issued to said template image, said transmission image data being transmitted from a predetermined data acquiring apparatus to a predetermined destination via a network;

extracting said identification information from said transmission image data and based on said extracted identification information capturing said corresponding template image from a predetermined data providing apparatus in which said template image and said corresponding identifier are stored; and

adding said template image to said transmission image data and transmitting said resultant transmission image data

to said predetermined destination via said network.

36. The data relay method according to claim 35, wherein said receiving step receives said transmission

image data added with said manipulation information obtained by inlaying said user image into said template image of said provision image based on said provision image data as superimposed upon said advertisement image and manipulating said provision image data so that said user image is displayed in preference to said advertisement image, said transmission image data being transmitted from said data acquiring apparatus to said predetermined destination via said network; said capturing step extracts said identification information from said transmission image data and, on the basis of said extracted identification information, captures said template image and said advertisement image from said data providing apparatus in which said advertisement image and said corresponding identifier are stored, in addition to said template image and sand corresponding identifier; and said transmitting step adds said template image and said advertisement image to the transmission image data added with said manipulation information and transmits said resultant transmission image data to said predetermined destination via said network.

--37.   (Amended) A data providing system, comprising:

a data providing apparatus, having:

issuing means for issuing an identifier to each of a template image into which a predetermined user image can be inlaid as superimposed upon a predetermined advertisement image and said advertisement image;

provision image data generating means for generating provision image data of a provision image with said advertisement image inlaid into said template image; and

providing-side transmitting means for transmitting said provision image data and said identifier corresponding to said provision image data via a network;

a data acquiring apparatus, having

acquiring-side receiving means for receiving said provision image data and said identifier from said network;

transmission image data generating means for generating transmission image data by manipulating said provision image by presenting said provision image based on said provision image data displayed on predetermined display means and then inlaying said user image into said template image of said provision image as superimposed upon said advertisement image so that said user image is displayed in preference to said advertisement image; and

acquiring-side transmitting means for adding said received identifier to said transmission image data and

transmitting said resulting transmission image data to a predetermined destination via said network; and

a fee-charge processing apparatus; having

fee-charge receiving means for receiving said transmission image data added with said identifier being transmitted once every time said transmission image data added with said identifier are transmitted from said data acquiring apparatus to said predetermined destination via said network; and

fee-charge processing means for computing a template usage fee to be paid to a creator of said template image by counting a number of times said template image corresponding to said identifier added to said transmission image data has been used for displaying said advertisement image at said generation of said transmission image data.

38. The data providing system according to claim 37, wherein said fee-charge processing means counts the number of times said advertisement image corresponding to said identifier added to said transmission image data has been displayed for product advertisement at the generation of said transmission image data and computes an advertisement fee to be billed to an advertiser in accordance with the usage count to divert a part of said

advertisement fee to said template usage fee to be paid to said creator of said template image.

--39.   (Amended) A data providing apparatus, comprising:

issuing means for issuing an identifier to each of a template image into which a predetermined user image can be inlaid as superimposed upon a predetermined advertisement image and said advertisement image;

provision image data generating means for generating provision image data of a provision image with said advertisement image inlaid into said template image; and

providing-side transmitting means for transmitting along with said provision image data said identifier of said template image in order to count a number of times said

template image of said provision image data has been used for product advertisement through said advertisement image via a network.

40.   The data providing apparatus according to claim 39, wherein said providing-side transmitting means transmits, along with said provision image data, said identifier of said advertisement image in order to count the number of times said advertisement image of said provision image data has been used for product advertisement via said network.

--41. (Amended) A data acquiring apparatus, comprising:

acquiring-side receiving means for receiving provision image data of a provision image with an advertisement image inlaid into a predetermined template image and an identifier previously issued to said template image from a predetermined data providing apparatus via a network;

transmission image data generating means for generating transmission image data by manipulating said provision image data by presenting said provision image based on said provision image data displayed on predetermined display means and then inlaying said user image into said template image of said provision image as superimposed upon said advertisement image so that said user image is displayed in preference to said advertisement image; and

acquiring-side transmitting means for adding said identifier of said template image to said transmission image data in order to count a number of times said template image has been used for product advertisement through said advertisement image and transmitting said resultant transmission image data to a predetermined destination via said network.

42. The Data acquiring apparatus according to claim 41, wherein said acquiring-side receiving means receives said provision image data and an identifier issued beforehand to said advertisement image of said provision image data from said data providing apparatus via said network and said acquiring-side transmitting means adds said identifier to said transmission image data in order to count the number of times said advertisement image has been used for product advertisement and transmits the resultant transmission image data to said predetermined destination via said network.

--43. (Amended) A fee-charge processing apparatus, comprising:

fee-charge receiving means for every time transmission image data generated by manipulating a provision image with an advertisement image inlaid into a template image by presenting said provision image displayed on predetermined display means and then inlaying a predetermined user image into said template image of said provision image as superimposed upon said advertisement image so that said user image is displayed in preference to said advertisement image is transmitted from a predetermined data acquiring apparatus to a predetermined destination via a network once receiving said transmission image data added with said identifier being transmitted; and

fee-charge processing means for counting a number of times said template image corresponding to said identifier added to said transmission image data has been used for displaying said advertisement image at said generation of said transmission image data and computing a template usage fee to be paid to a creator of said template image in accordance with said number.

44. The fee-charge processing apparatus according to claim 43, wherein, every time said transmission image data is added with an identifier issued beforehand to said advertisement image used for generating said transmission image data to said transmission image data and said resultant transmission image data are transmitted from said data acquiring apparatus to said predetermined destination via said network, said fee-charge receiving means once receives said transmission image data added with said identifier being transmitted; and said fee-charge processing means counts the number of times said advertisement image corresponding to said identifier added to said transmission image data has been used at the generation of said transmission image data and computes an advertisement fee to be billed to an advertiser in accordance with the usage count.

45. The fee-charge processing apparatus according to claim 44, wherein said fee-charge processing means computes an advertisement usage fee to be paid to a creator of said advertisement image in accordance with the number of times said advertisement fee has bee used for product advertisement at the generation of said transmission image data.

46. The fee-charge processing apparatus according to claim 45, wherein said fee-charge processing means diverts a part of said advertisement fee to be billed to said advertiser to said template usage fee and said advertisement usage fee to be paid to said creator of said template image and said advertisement image.

--47. (Amended) A data providing method, comprising the steps of:

issuing an identifier to each of a template image into which a predetermined user image can be inlaid as superimposed upon a predetermined advertisement image and said advertisement image;

generating provision image data of a provision image with

said advertisement image inlaid into said template image; and

transmitting along with said provision image data said identifier of said template in order to count a number of times said template image of said provision image data has been used for product advertisement through said advertisement image via a network.

48. The data providing method according to claim 47, wherein said transmitting step transmits, along with said provision image data, said identifier of said advertisement image in order to count the number of times said advertisement image of said provision image data has been used for product advertisement via said network.

--49. (Amended) A data acquiring method, comprising the steps of:

receiving provision image data of a provision image with an advertisement image inlaid into a predetermined template image and an identifier previously issued to said template image from a predetermined data providing apparatus via a network;

generating transmission image data by manipulating said provision image data by presenting said provision image based on said provision image data displayed on predetermined display means and then inlaying said user image into said template image of said provision image as superimposed upon said advertisement image so that said user image is displayed in preference to said advertisement image; and

adding said identifier of said template image to said transmission image data to count a number of times said template image has been used for product advertisement through said advertisement image and transmitting said resultant transmission image data to a predetermined destination via said network.

50. The data acquiring method according to claim
49, wherein said data receiving step receives said
provision image data and an identifier issued beforehand
to said advertisement image of said provision image data
from said data providing apparatus via said network and
said data transmitting step adds said identifier to said
transmission image data in order to count the number of
times said advertisement image has been used for product
advertisement and transmits the resultant transmission
image data to said predetermined destination via said
network.

--51. (Amended) A fee-charge processing method, comprising the steps of:

every time transmission image data generated by manipulating a provision image with an advertisement image inlaid into a template image by presenting said provision image displayed on predetermined display means and then inlaying a predetermined user image into said template image of said provision image as superimposed upon said advertisement image so that said user image is displayed in preference to said advertisement image is transmitted from a predetermined data acquiring apparatus to a predetermined destination via a network once receiving said transmission image data added with said identifier being transmitted; and

counting a number of times said template image corresponding to said identifier added to said transmission image data has been used for displaying said advertisement image at the generation of said transmission image data and computing a template usage fee to be paid to a creator of said template image in accordance with said number.

52. The fee-charge processing method according to claim 51, wherein every time said transmission image data is added with an identifier issued beforehand to said advertisement image used for generating said transmission image data to said transmission image data and said resultant transmission image data are transmitted from said data acquiring apparatus to said predetermined destination via said network, said fee-charge receiving step once receives said transmission image data added with said identifier being transmitted; and said fee-charge processing step counts the number of times said advertisement image corresponding to said identifier added to said transmission image data has been used at the generation of said transmission image data and computes an advertisement fee to be billed to an advertiser in accordance with the usage count.

--53.   (Amended) A data providing system, comprising:

a data providing apparatus, having:

provision image data generating means for generating provision image data of a reusable provision image embedded with a program for executing predetermined processing in accordance with contents of a template image and an inlay

image by following a predetermined instruction given on said template image and said inlay image, said inlay image being inlaid into said template image into which a predetermined user image can be inlaid as superimposed upon said inlay image; and

providing-side transmitting means for transmitting said provision image data via a network; and

a data acquiring apparatus, having:

acquiring-side receiving means for receiving said provision image data from said data providing apparatus via said network;

transmission image data generating means for generating transmission image data of a transmission image for inlaying said user image into said template image of said provision image based on said provision image data as superimposed upon said inlay image and until said user image is detached for reuse from said template image displaying said user image in preference to said inlay image and activating said program by following said instruction given on said user image; and

acquiring-side transmitting means for transmitting said transmission image data to a predetermined destination via said network.

54. The data providing system according to claim
53, wherein said provision image data generating means
generates said provision image data of said reusable
provision image embedded with said program for inlaying
said inlay image into said template image and
transmitting a result of said instruction to a
predetermined device which holds another associated
provision image or transmission image by following said
instruction given on said template image and/or said
inlay image.

55. The data providing system according to claim
53, wherein said provision data generating means of said
data providing apparatus generates said provision image

data of said reusable provision image embedded with said

program for inlaying said inlay image into said template

image and manipulating said template image and/or said

inlay image by following said instruction given on said

template image and/or said inlay image.

56. The data providing system according to claim

53, wherein said provision image data generating means

generates said provision image data of said reusable

provision image embedded with said program for inlaying

an advertisement image as said inlay image into said

template image and executing said predetermined

processing by following said instruction given on said

template image and/or said advertisement image.

--57.   (Amended) A data providing apparatus, comprising:

provision image data generating means for generating provision image data of a reusable provision image embedded with a program for executing predetermined processing in

accordance with contents of a template image and an inlay image by following an instruction given on said template image and said inlay image which is inlaid into said template image into which a predetermined user image can be inlaid as superimposed upon said inlay image, said provision image data providing transmission image for activating said program in accordance with said instruction given on said user image that is displayed in preference to said inlay image until said user image is detached from said template image, said user image being inlaid into said template image by a predetermined data acquiring apparatus as superimposed upon said inlay image; and

providing-side transmitting means for transmitting said provision image data to said data acquiring apparatus via said network.

58. The data providing apparatus according to claim 57, wherein said provision image data generating means generates said provision image data of said reusable provision image embedded with said program for inlaying said inlay image into said template image and, by following said instruction given on said template image and/or said inlay image, transmitting a result of said instruction to a predetermined device holding another associated provision image or transmission image.

59. The data providing apparatus according to claim 57, wherein said provision image data generating means of said data providing apparatus generates said provision image data of said reusable provision image embedded with said program for inlaying said inlay image into said template image and, by following said

instruction given on said template image and/or said inlay image, manipulating said template image and/or said inlay image.

60. The data providing apparatus according to claim 57, wherein said provision image data generating means of said data providing apparatus generates said provision image data of said reusable provision image embedded with said program for inlaying an advertisement image as said inlay image into said template image and executing said predetermined processing by following said instruction given on said template image and/or said advertisement image.

--61.   (Amended) A data acquiring apparatus, comprising:

acquiring-side receiving means for receiving from a predetermined data providing apparatus via a network provision image data of a reusable provision image embedded with a program for inlaying an inlay image into a predetermined template image and, in accordance with an instruction given on said template image and said inlay image executing predetermined processing in accordance with contents of said template image and said inlay image;

transmission image data generating means for generating transmission image data of a transmission image for inlaying said user image into said template image of said provision

image based on said provision image data as superimposed upon said inlay image and until said user image is detached for reuse from said template image displaying said user image in preference to said inlay image and activating said program by following said instruction given on said user image; and

acquiring-side transmitting means for transmitting said transmission image data to a predetermined destination via said network.--

62. The data acquiring apparatus according to
claim 61, wherein said acquiring-side receiving means
receives, from said data providing apparatus via said
network, provision image data of reusable provision image
embedded with said program for inlaying said inlay image
into said template image and, by following an instruction
given on said template image and/or said inlay image,
transmitting a result of said instruction to a
predetermined device holding another associated provision
image or transmission image; and said transmission image
data generating means generates said transmission image
data of said transmission image by writing an address of
a destination of said result of said instruction to said
program so that said user image is inlaid into said

template image of said provision image based on said

provision image data as superimposed upon said inlay

image and then, until said user image is detached for

reuse from said template image, said user image is

displayed in preference to said inlay image, and said

result of said instruction is transmitted by activating

said program by following said instruction given on said

user image.

63. The data acquiring apparatus according to

claim 62, wherein said acquiring-side receiving means

receives said result of said instruction given on said

user image of said transmission image from another

predetermined device via said network; and said

transmission image data generating means manipulates said

template image, said inlay image, and/or said user image

of said corresponding transmission image on the basis of

said result of said instruction.

64. The data acquiring apparatus according to

claim 61, wherein said acquiring-side receiving means

receives, from said data providing apparatus via said

network, provision image data of reusable provision image

embedded with said program for inlaying said inlay image

into said template image and manipulating said template

image and/or said inlay image by following an instruction

given on said template image and/or said inlay image; and said transmission image data generating means generates said transmission image data of said transmission image for manipulating said user image by inlaying said user image into said template image of said provision image based on said provision image data as superimposed upon said inlay image and then, until said user image is detached from said template image, displaying said user image in preference to said inlay image, and activating said program by following said instruction given on said user image.